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AUTHOR	Antilla, Madeline; DeMonet, J.
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ABSTRACT

In this lesson, students work as marketing teams hired by a U.S. fast food company to study the feasibility of selling fast food in Latin America. Teams are composed of cultural, production, marketing, and advertising experts. Each marketing team will investigate a product and a Latin American country. Teams will present their research and recommend whether or not the company should enter the Latin American market. Students are provided with background information, detailed instructions, and on-line resources. The teacher's notes explain the application of history/social science and language arts standards and suggest teaching strategies. (BB)

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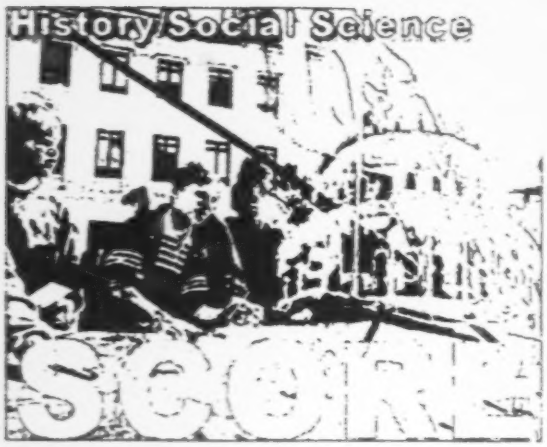

Schools of California Online Resources for Education (SCORE): Connecting California's Classrooms to the World

Latin American Marketing Project

10th Grade Lesson by Madeline Antilla and J. DeMonet

SCORE
San Berardino County Superintendent of Schools
601 North E. Street
San Bernardino, CA 92410-3093

http://score.rims.k12.ca.us/activity/latinmarketing/

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Teacher Notes

Latin American Marketing Project

You are part of a team of marketing experts that has been hired by a major American fast food company to study the feasibility of selling their product in Latin America. Each marketing team will to investigate a different product and Latin American country. Your group will then make an oral presentation to the C.E.O. and recommend whether your company should enter the Latin American market.

The Task:

Moving into a foreign market requires extensive research. Each country has different customs, laws, and tastes. Companies often market their products quite differently in foreign countries. They often find that the names of products used in the United States are offensive or silly when translated. They find that they must alter their products in order to conform to local tastes or to comply with certain laws. Companies must offer different products to meet the challenge of a new market. Employers have to be aware of customs and laws in dealing with employees. Businesses must determine whether there is even a market for their product or if they can create one through advertising.

In order to determine the feasibility of the major expenditure of moving into the Latin American market, your team must do a complete analysis of the country and what you will need to produce, market, and advertise your product. There will be four parts to your group's oral report, each will be the responsibility of a different expert:

Part I-Cultural Expert

Part II-Production Expert

Part III-Marketing Expert

Part IV-Advertising Expert

Resources:

The following general Latin American Internet Resources will help your team:

Virtual Library of Latin American Studies
http://lanic.utexas.edu/las.html

This great site lists information by the name of the Latin American country and then by subject. You can choose the subject index and then search under business, food, human rights, labor, food, music, agriculture, immigration, maps, etc. for specific information.

Yahoo Regional Search of Countries

All countries maintain information on doing business in their country under government web sites. You can also e-mail them for information and sometimes to answer questions that you cannot find the answer to after extensive research (don't ask FAQ's).

http://dir.yahoo.com/regional_information/countries/

Infonation: Choose a Country
http://www.un.org/Pubs/CyberSchoolBus/infonation/

Find geographic and demographic information for each country. This is a fantastic site for any kind data and comparison charts.

CityNet
http://www.city.net/

This comprehensive reference on geography and cultures is updated daily and provides easy and timely access to information on regional travel, entertainment, local business, government, and community

services.

Online Map Creation
http://www.aquarius.geomar.de/omc/

The Online Map Creation site lets you draw simple maps interactively. You give the borders of the desired map and specify options, and a map will show up on your Web page

Online Intelligence Project
http://www.icg.org/intelweb/index.html

This site links to international news, commerce, and reference resources on the WWW. Various sections also link to familiar US/UN resources such as the State/Defense Departments, World Bank, and so forth.

Lonely Planet Travel Guides Web Site
http://www.lonelyplanet.com/dest/dest.htm

Click on the map until you get the precise country and then you can click on individual cities to get information about travel there and what it is like.

Make an outline map by clicking on a map at the **Xerox Parc** web site. Just click on the site until you get the exact area that you want. Click blue links below the map and put in borders and geographical details. Print out and add any other information.

Excite Travel Web Site-South America
http://www.city.net/regions/south_america/

Choose the country that you want by clicking on the map. Get information on travel and weather.

Cultural Expert: You must prepare this section of the report and advise the other members of your group on culture. Your job is to interpret the statistics and other factual information to give us the real picture of the country.

You are required to do these things:

1. Make a timeline of history of your country's important events (list a minimum of 20, make sure that you have at least 5 in the twentieth century).
2. Make a table of information on the political situation including type of government and names of officials
3. Do a concise report on a recent political, economic crisis, and/or anti-American attitudes. This should be in paragraph form
4. Make a map of the geographical features, major cities (the population of cities should be shown by symbols), major roads and railways, and a legend

5. Research any tourist attractions that may make an advantageous location for your company. Show these on the map above and write a concise paragraph about each
6. Write one paragraph each about two major holidays (religious, national or historical) and how they are celebrated (religious or historical holidays that are celebrated nation wide). Explain how your company may use a holiday theme to sell your product.
7. Research etiquette and make a list or cartoons about 10 do's and don'ts for people to follow when doing business in your assigned country.
8. Interview someone with first hand knowledge of the country in person or by e-mail and report on what they say (one paragraph minimum).
9. Report on any human rights problems, rebellions or dissident groups that may cause instability in your country (one paragraph minimum).
10. Arrange all your information in a portfolio to present to the CEO (also known as the teacher) and make an oral presentation to the class with your group using PowerPoint.

Derechos-Human Rights
http://www.derechos.org/

Amnesty International-Human Rights
http://www.amnesty.org/

Electronic Embassy
http://www.rubicon.com/passport/currency/currency.html

Chiefs of State and Cabinet Members of Foreign Governments
http://www.odci.gov/cia/publications/chiefs/index.html

International Affairs Resources
http://www.pitt.edu/~ian/ianres.html

Production Expert: You must find out what you will need to make your product in Latin American and how you will get it. You will need to research which raw materials are available, and whether they are up to your standards and price. You will also determine where the product will be made.

You are required to do these things:

1. Make a pie chart or bar graph showing the chief agricultural products of your country. Answer the question whether you can get the ingredients for your products locally.
2. Make a population pyramid that shows the ages and gender of the population or a map showing population density.
3. Make a pie chart or bar graph showing ethnic groups, numbers of foreign workers, or income groups. Include a one paragraph explanation of who these groups are.
4. Research economic and population statistics including (population, population growth, literacy, per capita income, GDP). Make a table, graph, and/or cartogram of these figures and compare these figures to the United States.

5. Interpret the statistics in number four to research the population-what is the break down of the population as far as age, sex, number of foreign workers, per capita income? Explain who your labor market will be in management, marketing and production and compare it to the U.S. market. Write in paragraph form.
6. Find out about laws for foreign companies doing business in your assigned country. Find out how NAFTA may affect your company. Report on this information in a list or paragraph.
7. Labor laws and cost-how much will you pay, how many hours can they work, what are the restrictions, holidays? Report on this in a list.
8. List some 5 customs you must be aware of for your employees.
9. Make a map to show where you will locate your production and distribution facility and explain why the transportation, access to ingredients, labor pool, etc. are advantageous in a written paragraph.
10. Arrange all your information in a portfolio to present to the CEO (also known as the teacher), and make an oral presentation to the class with your group using PowerPoint.

North American Free Trade Agreement Resources-NAFTA
http://www.chs.chico.k12.ca.us/libr/webres/nafta.html

USAID-Merchandise Trade with Latin America
http://www.info.usaid.gov/economic_growth/trdweb/lac.htm
Graphs that show imports and exports to Latin American countries.

World Ethnic Survey
http://www.partal.com/ciemen/ethnic.html

International Salary Indicator
http://www.homefair.com/homefair/cmr/salcalc.html

Marketing Expert: You need to work with the cultural expert to determine how best to market your product. You are in charge of how the product will be altered, what new products will be added to the menu, how to package your product. Work closely with the production expert to determine the products and packaging. Work with the advertising expert on the commercial.

These are your requirements:

1. You will modify the menu for the Latin American market. You will change at least two products for the tastes of this country (add spices, condiments, sauces). Add at least two items that are national dishes or beverages to the menu. Determine what beverages are legal and customary. Explain why you made these changes and additions in paragraph form
2. Determine the cost of each item in the currency of the country and determine if this is a competitive price.
3. Make a mock up of a sample menu. The menu should list and describe each item in terms that would appeal to the customer, include pictures, and the price in the national currency. You may make your menu in English for later translation.

4. Make a mock up of the packaging and explain the changes that you made. This should be consistent with the product but incorporate language, symbols, color, and environmental laws (some countries outlaw Styrofoam and plastic).
5. Report about at least 3 other fast food businesses in your assigned country and explain how you will beat the competition in paragraph form.
6. Report on who your market will be and list the names of 5 magazines or newspapers that you will publish advertisements in and explain why based on who reads these publications
7. Show on a map where you will locate your first 3 outlets and explain why.
8. Tell about 3 cultural taboos that you will avoid-food, serving customs, male/female relations, words or phrases, etc. Tell what hours you will have your outlet open and what when you will have your peak traffic hours (meals are eaten at different times in different cultures).
9. Write a description of who your target buyer will be- age range, income, interests, etc. Work with the advertising expert on the production of the commercial to target that person.
10. Arrange all your information in a portfolio to present to the CEO (also known as the teacher), and make an oral presentation to the class with your group using PowerPoint.

Marketing Resources
http://www.educationindex.com/market/

Foreign Languages for Travelers
http://www.travlang.com/languages/

Currency Comparison Page
http://www.wimmera.net.au/CurrComp/CurrComp.html

Global Grocery List
http://www.landmark-project.com/ggl.html

Advertising Expert: You must make a commercial and print ad that uses your knowledge of the culture and statistical information about your country.

You are required to:

1. Study the demographic information and consult with the marketing expert to choose a target buyer for the commercial for your product. Work with the marketing expert to write a description of the target buyer of your product. Include age, income, type of jog, interests.
2. Design a print ad with your target buyer in mind to place in magazines or news papers. Use the language of the country.
3. Write a script for a TV commercial to sell to your target buyer. Make sure that it will not be more than one minute in length. Don't forget to plan stage directions, narration, music, graphics, etc.
4. Choose a hero or celebrity (real, mythical, or literary) to endorse to your product and appear in

your commercial (explain who you chose and why in paragraph form).
5. You should use music or a jingle that is culturally appropriate (research the type of music, instruments, and/or musical themes). Explain what music you chose and why.
6. You should incorporate the changes in the menu and packaging that the marketing expert has made has made in your commercial.
7. Make sure that your commercial is sensitive to the culture by checking with several people. List at least 3 people you checked with and why they are qualified. Do not use cheap humor or cultural stereotypes.
8. Your commercial should be in the language of the country, but most commercials have very few words. Write an English translation of your Spanish or Portuguese commercial. Have a speaker of that language check your commercial script (a language teacher would be perfect).
9. Video tape the commercial (with the help of the marketing expert) to be shown with the group's oral report.
10. Arrange all your information in a portfolio to present to the CEO (also known as the teacher), and present your commercial to the class with explanations.

Foreign Languages for Travelers
http://www.travlang.com/languages/

Marketing Resources
http://www.educationindex.com/market/

Evaluation:

Students will present a written report with a bibliography and footnotes in addition to the oral presentation. There will be three members to an honors group and everyone in the group will collaborate on part four, creating the commercial and print ad.

You will be graded on the degree to which you accomplished all ten requirements set forth for your role. You will also be graded on presentation skills which we will discuss. Each student will turn in a check off sheet with their evaluation of their completion of the requirements.

Teacher Notes

Grade and Unit: Grade 12 Economics Unit 6
Grade 10 Unit 10

H/SS Standards Grade 12 (Principals of Economics):

- Students analyze the role of domestic and international competition in a market economy in

terms of goods and services produced, the quality, quantity, and price of those products.
- Students analyze the effects of international mobility of capital and labor on the U.S. economy.
- Students analyze the gains in consumption and production efficiency from trade with emphasis on the main products and changing geographic patterns of the twentieth century trade among countries in the Western Hemisphere.

Language Arts Standards Grade 12:

- Students will develop presentations by using clear research questions and creative and critical research strategies.

H/SS Content Standards

10.10 Students analyze instances of nation-building in the contemporary world in two of the following regions or countries: the Middle East, Africa, Mexico and other parts of Latin America, or China, in terms of:

- 1.challenges in the region, including its geopolitical, cultural, military, and economic significance and the international relationships in which it is involved
- 2.the recent history of the region, including the political divisions and systems, key leaders, religious issues, natural features, resources, and population patterns

Historical and Social Sciences Analysis Skills Grades 9-12

Chronological and Spatial Thinking

- **3.students use a variety of maps and documents to interpret human movement, including major patterns of domestic and international migration; changing environmental preferences and settlement patterns; the frictions that develop between population groups; and the diffusion of ideas, technological innovations, and goods**
- **4.students relate current events to the physical and human characteristics of places and regions**

Historical Interpretation

- **6.students conduct cost/benefit analyses and apply basic economic indicators to analyze the aggregate economic behavior of the U.S. economy**

Historical Research, Evidence and Point of View

- **3.students evaluate major debates among historians concerning alternative interpretations of the past, including an analysis of authors' use of evidence and the distinctions between sound generalizations and misleading oversimplifications**

Language Arts Standards Grade 10

2.0. WRITING APPLICATIONS

2.4 Write persuasive compositions:

- c. Clarify and defend positions with precise and relevant evidence, including facts, expert opinions, quotations, and expressions of commonly accepted beliefs and logical reasoning.

LISTENING AND SPEAKING

Organization and Delivery of Oral Communication:

- **1.3. choose logical patterns of organization (e.g., chronological, topical, cause/effect) to inform and to persuade by soliciting agreement or action, or to unite audiences behind a common belief or cause**
- **1.4. choose appropriate devices for introduction and conclusion (e.g., literary quotations, anecdotes, references to authoritative sources)**

Evaluation:

Before you release the student groups to begin working, brainstorm the elements of quality research, a good marketing plan, and a persuasive oral presentation. Create a scoring rubric of those elements with the class and post it on chart paper. You may also choose to provide an opportunity for groups to score their own papers and each oral presentation in addition to your evaluation of their work.

E-MAIL

antilla@ausd.k12.ca.us

jdemonet@ausd.k12.ca.us

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